

**Programme Specification for Undergraduate Programme**  
**Leading to:**  
**BA (Hons) Journalism and Culture**



*Applicable for all undergraduate students starting at FHEQ Level 4 in September 2020*

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QA</u>
1	October 2020	Programme specification for 2020/21 created HECoS code added JR2611 replaces JR2611	BJR

<b>Undergraduate Programme</b>	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	CBASS/Department of Social and Political Sciences/Social Sciences and Communication
4. Contributing college/department/division/associated institution	LBIC for Alternative Foundation level (see section 25)
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	BA (Hons) Journalism and Culture- FHEQ Level 6
7. Programme title	BA (Hons) Journalism and Culture
8. Programme type (single honours/joint)	Single Honours
9. Normal length of programme (in months) for each mode of study	3 years F/T
10. Maximum period of registration for each mode of study	Normal or standard duration plus 3 years
11. Variation(s) to September start	N/A
12. Modes of study	F/T
13. Modes of delivery	Standard
14. Intermediate awards and titles with FHEQ Level of Award	CertHe Journalism and Culture FHEQ Level 4 DipHE in Journalism and Culture FHEQ Level 5 BA (Ordinary) in Journalism and Culture
15. UCAS Code	P502
16. HECoS Code	100442
17. Route Code	P500UJOCULT
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design.	<a href="#">QAA UK Quality Code for Higher Education</a> which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards

	<a href="#">QAA Subject Benchmark Statement</a> (Communication, Media, Film and Cultural Studies (2016)) <a href="#">Brunel 2030</a> Brunel Placement Learning Policy, as published under the 'Placements' section of the ' <a href="#">Managing Higher Education Provision with Others</a> ' page.
19. Admission Requirements	BBC or equivalent IELTS: 6.5 or equivalent
20. Other relevant information (e.g. study abroad, additional information on placements)	N/A
21. Programme regulations not specified in Senate Regulation 2. Any departure from regulations specified in Senate Regulation 2 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	Link to programme information on the College website. <a href="http://www.brunel.ac.uk/study/undergraduate/journalism-ba">http://www.brunel.ac.uk/study/undergraduate/journalism-ba</a> (the information will be updated after the proposed programme has been approved)

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

The programme aims to

- Educate journalists and media professionals of the future who are able to communicate clearly and concisely to a range of targeted audiences.
- Provide students an understanding of historical, sociological, political and cultural perspectives on journalism and its role in society.
- Provide transferrable skills and knowledge needed in multi-media working environments within and beyond journalism.
- Nurture creative, independent and critical thinkers able to adapt to future changes and challenges in their career.
- Produce mentally agile practitioners who can use appropriate judgment and apply ethical reasoning within professional frameworks in journalism.

### 24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

<b>FHEQ Level</b>	<b>Category</b> (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	<b>Learning Outcome</b>	<b>Associated Assessment Blocks Code(s)</b>	<b>Associated Study Blocks Code(s)</b>	<b>Associated Modular Blocks Code(s)</b>

4					
4	K	Identify and describe key concepts, theories and developments surrounding news, journalism and media	JR1800; JR1801	JR1700 JR1701	JR1604 JR1605
4	C	Develop the ability to explain key concepts using relevant and appropriate academic texts			JR1604 JR1606 JR1605
4	K & C	Identify and apply research skills			JR1606 JR1604 JR1605
4	C & S	Develop, apply and reflect on skills in applying theories in analysis			JR1604 JR1606 JR1605
4	K&C	Develop basic skills in journalism practice	JR1800 JR1801	JR1700 JR1701	
4	S	Be able to communicate ideas effectively and clearly and to meet deadlines and manage time effectively			All FHEQ Level 4 modules and assessment blocks
5					
5	K & C	Identify and evaluate core theories and concepts in specific areas in journalism and media studies as well as key skills and issues in journalism practice	JR2800	JR2700 JR2701	JR2605 JR2606 JR2611 JR2609
5	C	Demonstrate advanced skills in journalism practice	JR2800		JR2611 JR2609
5	K & C	Develop and apply knowledge of how theory relates to method			JR2607 JR2605
5	C	Apply knowledge of media theory and journalism practice in analysis and to everyday journalistic situations			All FHEQ Level 5 modules, study and assessment blocks

5	C&S	Ability to produce critical and accurate writing on specific issues			All FHEQ Level 5 modules, study and assessment blocks
5	C & S	Demonstrate data collection and analytical skills			JR2607 JR2611 JR2609
5	S	Demonstrate project design and project management ability			JR2607 JR2609
5	S	Demonstrate ability to work in teams and communicate ideas effectively and clearly			All FHEQ Level 5 modules, study and assessment blocks
<b>6</b>					
6	K&C	Develop and evaluate advanced knowledge of theories surrounding data journalism and the relationship between journalism and social media			JR3608 JR3609 JR3608
6	K&C	Gain an advanced understanding of and accurately select and evaluate relevant journalistic or research tools, techniques or methods for journalism practice or research			All FHEQ Level 6 modules
6	K&C	Examine and evaluate the integration of theory and practice			JR3608 JR3609 JR3607
6	K, C&S	Demonstrate reflective and critical thinking in the production and management of a journalism practice or academic research project			All FHEQ Level 6 modules
6	C&S	Demonstrate a critical appraisal of student's own practice			JR3608 JR3609 JR3607
6	S	Demonstrate the ability to confidently and competently present themselves and their work in writing or orally to different audiences and prospective employers			All FHEQ Level 6 modules

**Learning/teaching strategies and methods** to enable learning outcomes to be achieved, including formative assessments

The course is taught through a mixture of lectures, seminars, workshops, practical classes, one-to-one tutorials and engagement with the Virtual Learning environment. The aim is to strike a balance between media theory and journalistic practice throughout the curriculum.

At FHEQ Level 4, knowledge and understanding of theoretically-oriented and research-oriented learning outcomes are taught through lectures and seminars. Knowledge and understanding of practical learning outcomes are taught through workshops and practical classes.

A more focused content that encourages students to develop thinking skills is introduced in both the theoretical and practical sides of the course at FHEQ Level 5. When students progress to FHEQ Level 5, a *Journalism Research Project* module that builds on the FHEQ Level 4 research module will give them more advanced research training that will prepare them for their dissertation at FHEQ Level 6.

Students are encouraged to develop their specialism(s) through selecting thematic elective modules at FHEQ Level 5 and choosing two themes for their Journalism Practice Projects at FHEQ Level 6.

At FHEQ Level 6, the theoretical and practical sides of the course will converge in two modules: *Data Journalism* and *Journalism, Storytelling and Social Media*. Students can also apply the knowledge, understanding and cognitive skills developed at FHEQ Levels 4 and 5 in working toward the *Journalism Practice Projects* and *Journalism Academic Dissertation* at FHEQ Level 6. One-to-one tutorials support students' learning throughout the course. The industry expertise and research specialisms of the Journalism staff will feed into the course to ensure research-led and innovative teaching.

A mixed student-led and research led approach is taken so that we can encourage active, experiential, collaborative and problem-based learning and use our research findings to enrich and innovate teaching methods and content.

**Summative assessment strategies and methods** to enable learning outcomes to be demonstrated

Students' learning outcomes are assessed through a mixture of essays, exams, practice or research reports, learning journals, portfolios, individual and group presentations, and the final year major journalism practice projects and an academic dissertation. These assignments require the demonstration of knowledge, understanding, cognitive skills and other transferrable skills such as presentation skills. The assessments in practical modules at all levels can also contribute to the establishment of students' portfolios that can showcase their practical ability when they start job hunting. Learning Journals, the assessment blocks will be introduced at Year 1 and Year 2, which reflect the learning outcomes of the related study blocks and encourage students to learn through the process of reading, writing and thinking.

## 25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade D- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at D- or better, but not necessarily all elements, then the block itself is core.

e.g. AB3000 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at D- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)

Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)

Core: All, Block

- A **non-core assessment** does not have to be passed at grade D- or better, but must be better than a grade F, in order to progress and to be eligible for the final award.

#### Foundation Year/Level

The Foundation Year/Level structure available to international students is specified in document “Validated Programme Element Specification for LBIC. This document also specifies the admission and progression requirements.

#### FHEQ Level 4

##### Compulsory assessment block codes, titles and credit

JR1800 Learning Journal 1 30 credit

JR1801 Learning Journal 2 30 credit

##### Optional assessment block codes, titles and credits

##### Compulsory study block codes, titles and credit volume

JR1700 News and Feature Writing (30 credits)

JR1701 Cross-Platform Journalism (30 credits)

##### Optional Study block codes, titles and credit volume

<p><b>Compulsory modular block codes, titles and credits</b></p> <p>JR1604 Introduction to Journalism and Media (20 credits)  JR1606 Foundations of Researching Journalism (20 credits)  JR1605 Digital Media and Society (20 credits)</p>	<p><b>Optional modular block codes, titles and credits</b></p>
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**FHEQ Level 4 Progression and Award Requirements**

As per [Senate Regulation 2](#)

**FHEQ Level 5**

<p><b>Compulsory assessment block codes, titles and credits</b></p> <p>JR2800, Journalism practice, politics and power (40 credits)</p>	<p><b>Optional assessment block codes, titles and credits</b></p>
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<p><b>Compulsory study block codes, titles and credit volume</b></p> <p>JR2700 Journalism, Politics and Power (20 credits)  JR2701 Journalism Practice (20 credits)</p>	<p><b>Optional Study block codes, titles and credit volume</b></p>
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<p><b>Compulsory modular block codes, titles and credits</b></p> <p>JR2606 Media Law, Ethics, and Regulations (20 credits)  JR2607 Journalism Research Project (20 credits)  JR2611 Journalism Data Gathering (20 credits)</p>	<p><b>Optional modular block codes, titles and credits</b></p> <p>To choose one from:</p> <p>CO2604 Media Genres (20 credits)  CO2030 Global Communication (20 credits)  CO2602 Social Media and Networked Cultures (20 credits)  CO2603 Creative Industries (20 credits)</p>
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**FHEQ Level 5 Progression and Award Requirements**

As per [Senate Regulation 2](#)

**FHEQ Level 6**

<b>Compulsory assessment block codes, titles and credits</b>	<b>Optional assessment block codes, titles and credits</b>
<b>Compulsory study block codes, titles and credit volume</b>	<b>Optional study block codes, titles and credit volume</b>
<b>Compulsory modular block codes, titles and credits</b> JR3608 Data Journalism (20 credits) JR3606 Academic Dissertation (40 credits) Core: Block JR3607 Journalism Practice Project (40 credit) (To choose a topic from areas such as sports journalism, health journalism, technology journalism, science journalism.)	<b>Optional modular block codes, titles and credits</b> One from: CP3605 Fake News, Images and Websites (20 credits) CO3606 International Media Ethics (20 credits) CO3608 Reporting Social Justice JR3609 Journalism, Storytelling and Social Media (20 credits) JR3605 Media, Campaigning and Social Change (20 credits) JR3610 Public Relations (20 credits) PP3612 Elections, Parties and Voters (20 credits)
<b>FHEQ Level 6 Progression and Award Requirements</b> As per <a href="#">Senate Regulation 2</a>	

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.